

# Reading Is Fundamental

## RIF

Founded by a reading tutor to underserved students in 1966, Reading Is Fundamental is the oldest and largest non-profit literacy organization in the U.S. Supported by the US Department of Education in all 50 states, RIF also receives donations from corporations, foundations community organizations and individuals. The simple concept of young children choosing their own book to keep for themselves has been a proven motivator for reading and literacy. <http://www.rif.org/about/leadership/default.mspix>

## PROGRAM GOALS:

- \* Underserved children choosing a free book to keep.
- \* Reading motivation.
- \* Family and community involvement.

### **Books For Ownership** (the flagship program):

- \* Provide new, free books and literacy resources to children and their families - children have the opportunity to choose and keep 2-5 books per year.
  - \* Motivate children to read through festive book activities that accompany each book event.
  - \* Generate community support for literacy - RIF provides training and technical assistance to enable program coordinators to recruit and train volunteers who help run their Books For Ownership service.
- <http://www.rif.org/about/nationalbook/default.mspix>

## PROGRAM LOCATOR:

- \* Find RIF programs in your area for community partnership possibilities:  
<http://www.rif.org/maps/>
- ✓ enter your zip code on the bottom right corner of the page, choose a mile radius, and click on Map It.

## START A RIF PROGRAM:

### **Overview for starting a RIF program:**

<http://www.rif.org/about/startprogram/default.mspix>

### **Program Eligibility:**

- \* Raise matching funds of at least 25% of the total cost of books.
- \* Serve 100 or more children.
- \* 80% of the children served must be considered “at risk” and participate in Federal Free & Reduced Meal programs.

### **Program Guidelines:**

- \* A minimum of 3 annual book distributions where children choose their own book.
- \* Motivational activities to accompany the book distribution.
- \* Parents involved in planning and implementing as well as three or more people on the book selection committee.
- \* Annual completed performance and distribution reports as well as project guidelines checklists.

### **Application to start a RIF program:**

- \* View the application.  
[http://www.rif.org/how/startprogram/guidelines\\_eligibility\\_requirements.mspix](http://www.rif.org/how/startprogram/guidelines_eligibility_requirements.mspix)
- \* Contact Regional Manager Wendell Bassett (contact information below).

Reading Is Fundamental, Inc.  
1255 23rd Street, NW, Suite 300  
Washington, DC 20037  
Ph 1 (877) RIF-READ or (202) 536-3400  
[http://www.sde.idaho.gov/site/learn\\_serve/](http://www.sde.idaho.gov/site/learn_serve/)

Regional Manager Unit III  
Wendell Bassett  
(202) 536-3402  
E-mail: [wbassett@rif.org](mailto:wbassett@rif.org)

Chief Operating Officer of  
Programs Unit III  
Cheryl Clark  
(202) 5536-3452  
E-mail: [cclark@rif.org](mailto:cclark@rif.org)